



omnico
PRODUCT BROCHURE

CONTENTS

Omnico's transaction and engagement platform enables brands to increase customer spend per visit, footfall and loyalty, via mobile and digital technologies.

Omnico is a global software platform-provider, delivering multi-channel commerce solutions to leading brands in sectors including:

- Theme Park
- Hospitality
- Casino
- Retail
- Catering

A worldwide revolution in customer engagement is sweeping through theme parks, casinos, retail and hospitality sectors. When guests, visitors and customers make a purchase or seek information, they want to use digital technologies, from wearable devices, to the kinds of digital assistants they're used to in their homes. As a brand, you need a solid foundation so you can use these new channels for seamless and continuous engagement with an expanding customer base.

The Omnico Platform has been designed to provide this foundation, enabling brands to achieve personalised, relevant engagement with guests, visitors and diners across multiple channels and touchpoints.

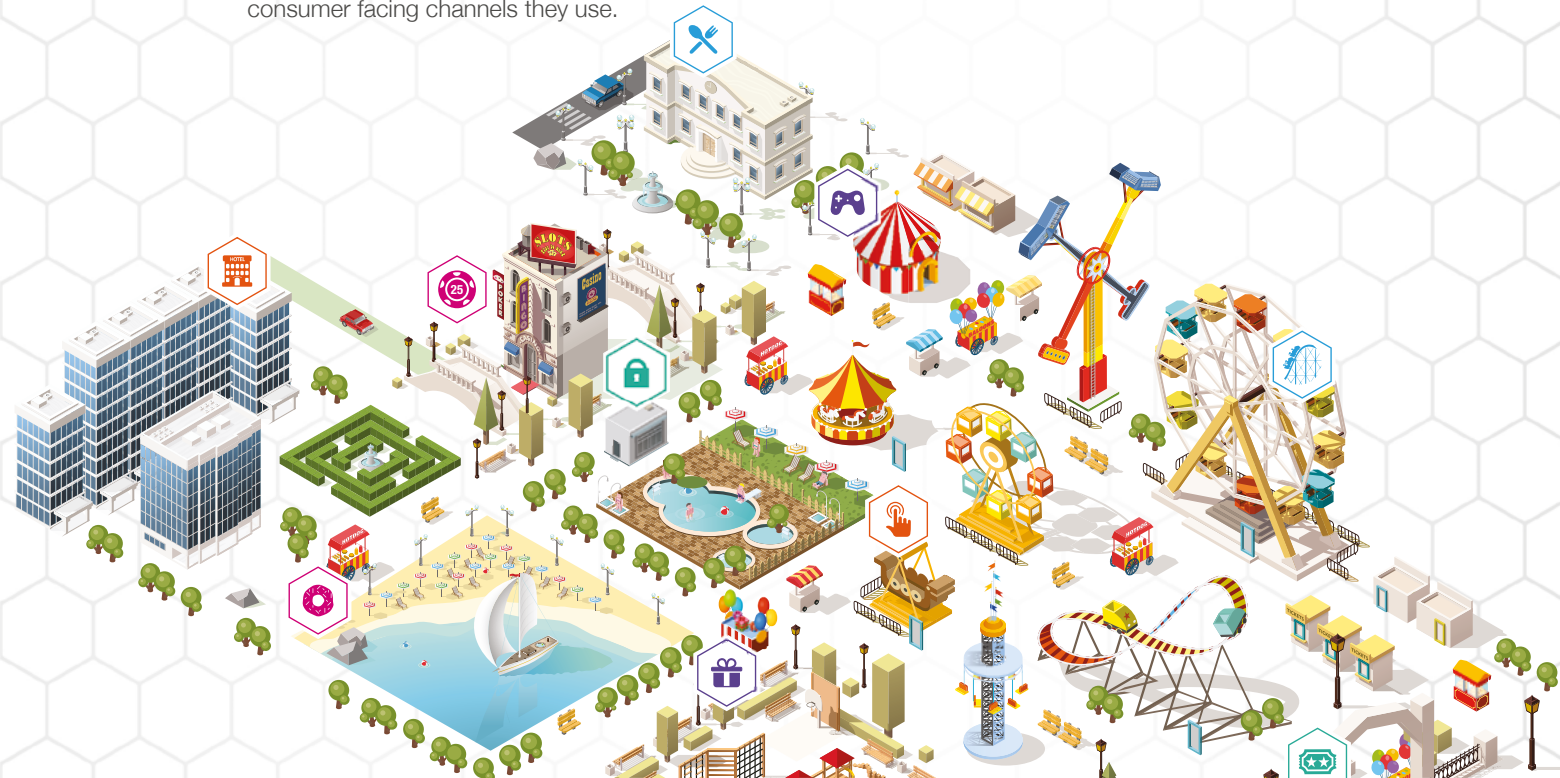
WHY OMNICO?

Our mission is to enable global brands to drive increased revenue and improve the loyalty of their customers and visitors through a single, multi-channel platform.

Omnico's cloud-based platform is used by leading theme parks, casinos, hospitality, catering and retail brands worldwide, from large-scale global organisations with multiple sites, to small and medium-sized single-location brands.

At the heart of the platform is a transaction service that allows consumers to purchase across multiple mobile and digital channels, including tablet, point-of-sale (POS) devices and kiosks. Complementing this is Omnico's Engagement Engine that drives consumer loyalty through its ability to craft targeted and personalised promotions.

All of Omnico's mobile and digital products, as well as third-party apps, integrate with the platform, providing brands with a joined-up user experience that synchronises the multiplicity of systems and consumer facing channels they use.



WHAT YOU GET:

- A single cloud-based platform that unites transactions across retail and hospitality systems
- Powerful capabilities that increase customer spend-per-visit, footfall and loyalty
- Open APIs allowing brands to integrate their own consumer-facing apps or in-house systems easily
- Managed service model option with proactive monitoring and management of the platform
- A global company operating in 31 countries
- Strong R&D to ensure ongoing product innovation in line with market trends and behaviour

VERSATILITY THAT DELIVERS RESULTS

The Omnicore Platform is hugely versatile. It comes with a range of customer-facing products that plug in seamlessly, providing a digital communication touchpoint for enhanced promotions and loyalty discounts, capturing behavioural data and driving up ROI.

Brands can integrate Omnicore's customer facing apps, such as Mobile Order Ahead, or their own third-party applications. All apps and customer touchpoints are united by the single transaction engine, providing the joined-up user experience that consumers now expect across every device they use.



A PLATFORM THAT MAKES EVERYTHING SIMPLE

Managing a high-volume destination resort or casino can be very complex, with multiple systems, data-sources and suppliers. By keeping it simple and focusing on the transaction or booking that's at the heart of every interaction, Omnico technology unites all these different systems, including retail point-of-sale and stock-management, or kitchen ordering systems for restaurants or snack-food stalls.

Across an entire site and including restaurants, hotels and attractions, it can encompass:



Ticketing



RFID wristbands



Mobile apps



POS



Loyalty programmes



Pre-ordered meal deals

From a single dashboard, brands manage all modules for online bookings, payments, real-time collation of loyalty points, and access control. Data enables you to reshape capacity across every one of your touchpoints, updating stock levels through an entire inventory of stores and warehouses.

With all customer data under one system costs are driven down and return-on-investment goes up.



OMNICO POS

Omnico's point-of-sale software enables transactions across all touchpoints, such as mobile app, tablet till-point, fixed-point tills, etc.

This forms the transaction engine of Omnico's platform, enabling customers to purchase food & beverage, retail merchandise, tickets and grocery items, from anywhere. Combined with other Omnico products, or third-party apps, and the Omnico Engagement Engine, this creates a powerful, personalised and interconnected customer experience.



OMNICO ENGAGEMENT ENGINE

Power customer loyalty and achieve immediate bottom line impact through Omnico's Engagement Engine, providing customers with instant accessibility to targeted rewards and discounts. Plug the Omnico Engagement Engine into any of the transactional mobile touchpoints, or third-party apps, and bring a new level of personalisation to the customer experience.



OMNICO KIOSK

Omnico streamlines the ordering, purchasing and collecting of food and drink from fixed-point kiosks, delivering simple easy-to-use self-service functionality.



MOBILE ORDER AHEAD

Empower customers to order and pay in advance from their app – reducing queue lengths, allowing real-time demand and capacity management, delivering significantly higher revenues.



PAY AT TABLE

Give staff the power to engage with customers directly at the table, offering a quick and easy transaction.



OMNICO STOCK

Omnico provides a unified view of merchandise stock across all stores and warehouses, with the ability to move items depending on the customer's needs and location.



OMNICO TICKETING

Omnico Ticketing enables a brand to sell tickets, vouchers, group tickets and seasonal passes for destinations and venues. It integrates with the rest of the Omnico portfolio, from food and beverage POS, to mobile app and self-service kiosks, ensuring a single view of the visitor and their behaviour.



OMNICO ENGAGEMENT

Power customer loyalty and achieve immediate bottom line impact through Omnicor's Engagement Engine, providing customers with instant accessibility to targeted rewards and discounts.

Plug the Omnicor Engagement Engine into any of the transactional mobile touchpoints, or third-party apps, and bring a new level of personalisation to the customer experience.

Benefits:

- Customisable meal plans for pre-purchase, redeemable across any POS device, mobile app or kiosk
- Reduced waste as more customers order in advance
- Time-based entitlements to manage capacity at outlets and restaurants at peak times
- Customers spend more when advance-ordering
- Drive loyalty by ensuring customers eat on-site

The Engagement Engine provides analysis on shopping behaviours and enables marketing functions to react accordingly. Promotions and loyalty programs to retain existing or win new customers, increase spend, and boost loyalty, driving revenue and brand engagement.

MOBILE AND DIGITAL PRODUCTS



POINT-OF-SALE (POS)

Omnico's POS software is the smart transaction engine behind mobile app, tablet till-point, fixed-point checkouts – every touchpoint.

It's easy for customers to purchase food, drink, merchandise, tickets and grocery items, no matter where they are. Combined with the Omnico Engagement Engine, other Omnico products or third-party apps, it creates a powerful, personalised and interconnected customer experience.

Benefits:

- Supports all payment platforms
- Hosted on any device or browser
- Cloud-based so information is accessible anywhere
- Automated e-receipts
- Mobile capability to reduce queues at fixed checkouts



MOBILE POS

Omnicore Mobile POS keeps you in full alignment with the exponential growth of mobile contactless payment technology.

A single mobile POS engine with variable configurations gives you:

Benefits:

- Supports all payment platforms
- Personalised promotions
- Automated e-receipts sent to customers own device or email
- Biometric scanning and recognition
- Any channel returns





OMNICO KIOSK

Omnico streamlines the ordering, purchasing and collecting of food and drink from fixed-point kiosks, delivering simple easy-to-use self-service functionality. Fully integrated into the transaction engine, kiosks are a hugely effective, quick-service touchpoint that save customers time while offering a huge amount of choice.

Customers have seen kiosks increase the average transaction value by

29%

Benefits:

- Access to behavioural analytics to ensure a personalised marketing experience
- Fully customisable with tailored branding, service options and payment gateways
- Easily updated product images and descriptions
- Customisable adverts for up-sell and cross-sell
- Accepts Android Pay, Apple Pay, Chip and Pin, mag stripe and NFC contactless
- Multiple kiosk manufacturers according to requirements

There are three types of kiosk*:



Meal Deal
Self Check Out Kiosk



Retail Self Scan
Check Out Kiosk



Order Ahead Kiosk

* The Retail Self Scan Check Out Kiosk is an enhanced version of the Meal Deal Self Check Out Kiosk and in turn the Order Ahead Kiosk is an enhanced version of the Retail Self Scan Check Out Kiosk.



Meal Deal Self Check Out Kiosk

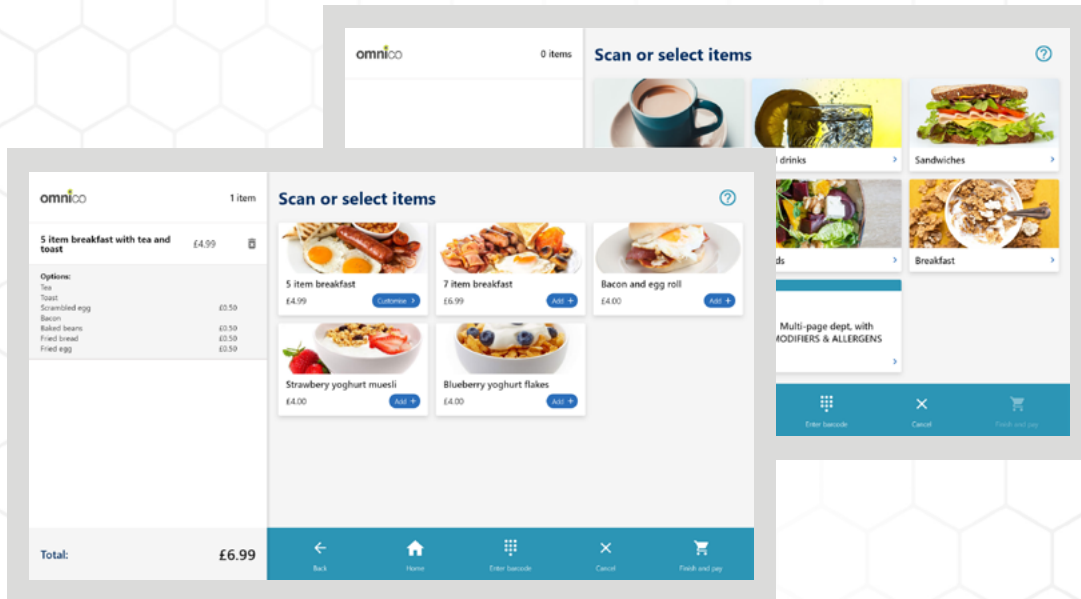
These are simple kiosks where only one item is available to purchase. This would typically be available in an employee canteen where the only option available to purchase is a fixed priced meal deal. Split screens mean the products are available to select on the right and the receipt area is available on the left of the screen.



Retail Self Scan Check Out Kiosk

These are similar to the Meal Deal Self Check Out Kiosk but with more products available to purchase. A scanner is available at this type of kiosk for items which are sold via a barcode, otherwise the transaction screen will display the items for selection. They also have split screens.

The screen-shot below shows the transaction screen with items selected.





Order Ahead Kiosk

Order Ahead functionality enables the customer to place their order at a kiosk point for collection at a location of their choice either immediately, or at a time they specify.

Items sold via a barcode are scanned, otherwise the transaction screen will display the items for selection. Manual inputting with a keypad is also enabled.

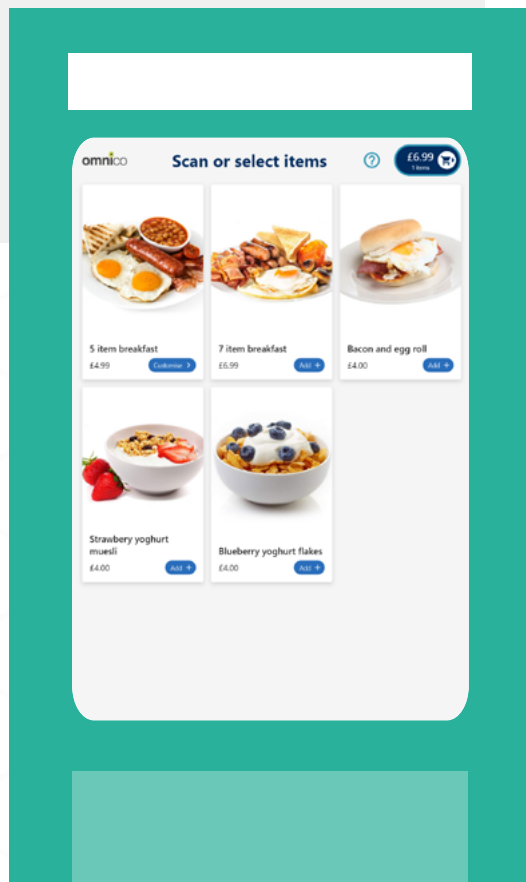
The customer can select items that must be prepared in the kitchen and sent to a kitchen order display screen for preparation along with items that can be collected straight away, such as cold drinks from a chiller.

This kiosk is very versatile:

- Handles complex products with multiple modifiers such as size (a customer may select black coffee and then be presented with the size options), additional products (like extra cheese) and prep instructions (e.g. cook rare or sauce on the side)

It differs from the Meal Deal and Retail Self Scan Check Out Kiosk in the following ways:

- No display of electronic receipt during transaction. (The receipt area is not visible until *Review* order is pressed)
- Has a basket value and *Quantity of items* selected icon at the top right of the page. By pressing this button, a slide-in receipt is shown with the transaction details
- No *Finish and pay* button. Instead there is a *Review* order button. By pressing this button, a slide-in receipt is shown with the transaction details.



OFFER

Promotions

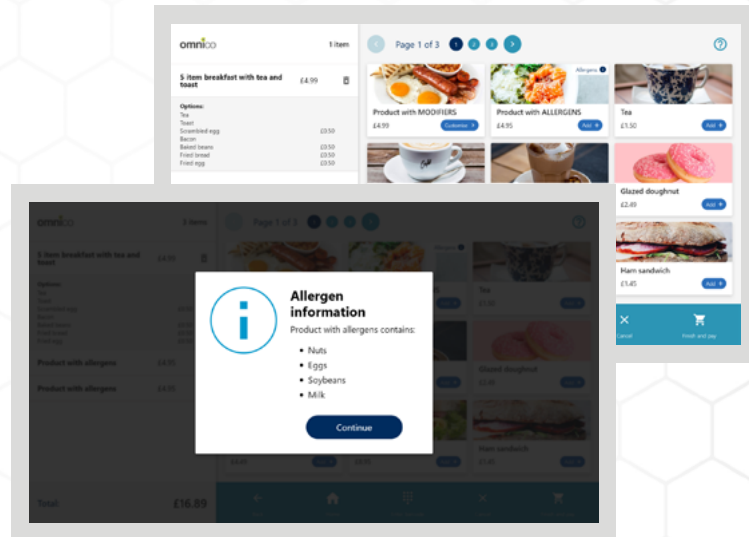
Promotions can be set up and triggered for kiosks through qualifying items via button selection, manual barcode entry or using the scanner, if available.

The receipt area will display promotional information (such as Buy-2-Get-a-Third-One-Free), after activation and at the checkout screen.

Allergens and restrictions

Allergen-specific information about ingredients is displayed at the top corner of each item (if applicable).

Age-restricted items, such as alcohol, cannot be sold at a kiosk, with customers informed on screen that they can only be bought at a POS where a member of staff can give approval.



Kitchen screens

Omnico brings five-star efficiency to kitchens without any fear of overheating. Orders arrive in the kitchen from pre-order apps or Order Ahead Kiosks using Omnico software (cloud-based for order ahead from the internet). Kiosk orders, however, remain visible locally, even when the WAN is lost.

Kitchen screens display:

- Current orders (tickets)
- Differentiation between ordered at kiosk or pre-ordered with a given collection time
- Order type – Eat-in (Standard) or Take Away
- Individual items to be prepared including modifiers
- A live timer, showing duration since order was placed and displayed in “age since placed” order
- Message-customer capability to inform app-based guests their orders are ready
- Orders where the customer’s email address is known.





OMNICO ORDER AHEAD MOBILE APP

Empower customers to order and pay in advance from their app – reducing queue lengths. Benefit from real-time demand and capacity management, delivering significantly higher revenues.

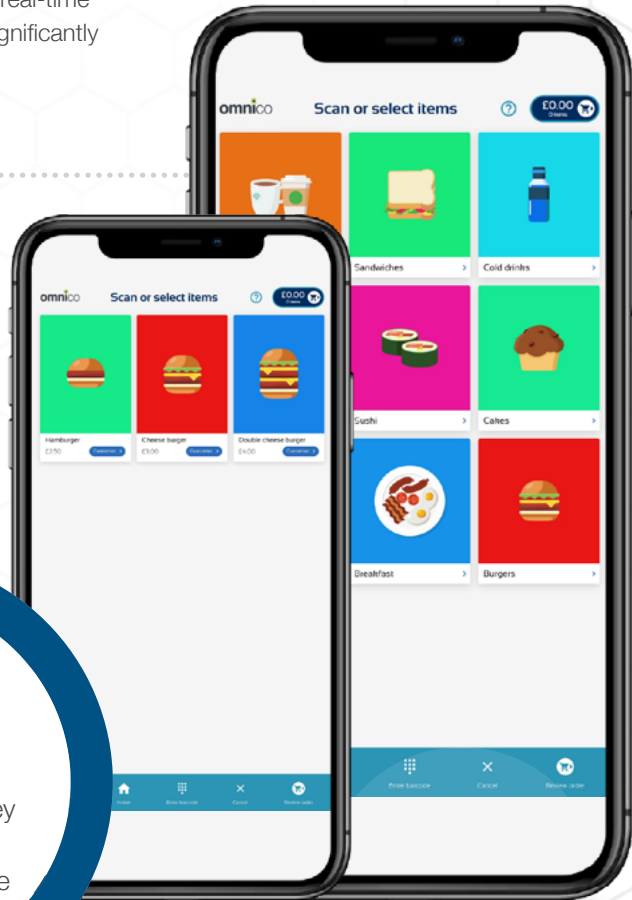
The Results

Omnico's Order Ahead app has been shown to increase average transaction values by

3.5%

52%

of consumers say they would use an order ahead app every time



The full range of benefits includes:

- Much shorter queues as customers go straight to the collection point
- Cross-selling and up-selling in-app
- Intelligent loyalty and re-marketing through advanced customer analytics
- Improved capacity management through allocation of specific collection times
- Integration with kitchen management prep screens to ensure a seamless process
- Staff focus on food prep, rather than order and payment processing
- Reduces order errors
- Cuts down waste with advance notice of demand
- Increases throughput and boost operational efficiency

The Omnico Platform achieves all this by offering total control with real-time updates. It runs inside existing apps or clients can use our complete app. It also enables:

- Push notifications for when orders are nearly ready
- Collection and delivery
- Management from one central system across multiple outlets and menus
- Seamless integration with existing systems

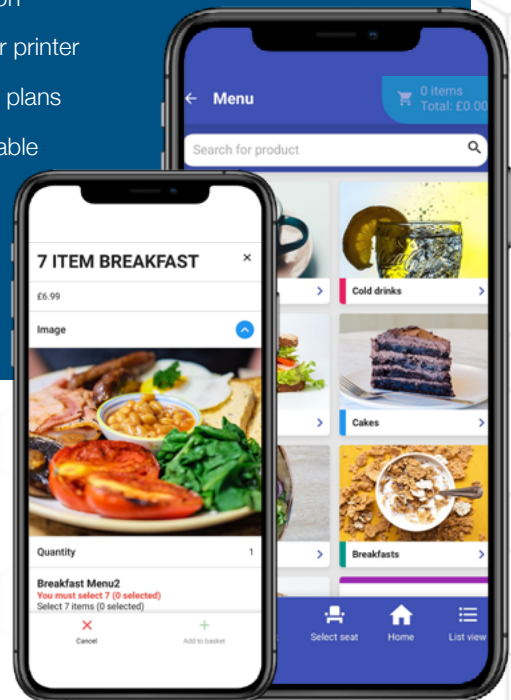


OMNICO PAY AT TABLE

Give staff the power to engage with customers directly at the table, offering a quick and easy transaction, without hovering at the till or checkout.

Benefits for hospitality operators and restaurateurs:

- An operator-facing app replacing heavy, clunky handhelds
- Personalised experience using scanned QR code, ticket, or search by customer name
- Seamless integration with kitchen management systems, with no need for paper orders
- Loyalty points added to a customer's stored information
- Bluetooth connection to fixed-point payment device or printer
- Guests can redeem customer points or pre-paid meal plans
- "Split bill" functionality by the number of seats at the table evenly, or by the customer order
- Electronic receipts sent to straight to customer
- Ability to 'suspend orders' and then add additional items when requested by the customer



OMNICO PAY
AT TABLE



OMNICO STOCK

Omnico provides a unified view of merchandise stock across all stores and warehouses, with the ability to move items depending on the customer's needs and location – whether at home, in their hotel room, or a different store. Integrated with Omnico's POS, it can provide the powerful ability to fulfil customer orders from any stock location, transforming sales and customer loyalty.

Benefits:



Visible

A single real-time view of all stock and availability at every location



Responsive

Reliable stock data for promotional



Reduce Waste

Reduced wastage through greater stock optimisation



Intelligent

Intelligent product sourcing and routing



Click & Collect

Grow sales by making the shopping experience more flexible and convenient



Reserve & Collect

Allow shoppers to reserve stock from a store and collect at a later time



Pick, Pack & Dispatch

Say 'yes' to customers even if the stock isn't on the shelf by ordering from another store or the warehouse



In-Store for Home Delivery

Improve customer satisfaction by allowing them to order out of stock or bulky items for home delivery



Dispatch from Store

Dispatch from store, utilise the entire retail estate to dispatch stock, improving delivery wait times and reducing costs



In-Store Management

In-store management, use store/sales associates task lists to ensure customers get their orders on time



Live View of Stock

Know where stock is at any time of the day in every location



Intelligent Sourcing

Define the rules of services and optimise costs to deliver strong margins



Returns Management

Handle returns from any channel against the original digital receipt



Dashboard Reporting

Use analysis and insights to streamline operations and deliver customer excellence



OMNICO TICKETING

In the right hands, ticketing is a powerful tool, ramping up spend-per-head and loyalty. Omnico Ticketing uses smart design, data and engagement to create a rewarding relationship right from the start of the customer journey.

Highly configurable, Omnico Ticketing enables a brand to sell tickets, vouchers, group tickets and seasonal passes for destinations and venues. It integrates with the rest of the Omnico portfolio, from food and beverage POS, to mobile app and self-service kiosks, ensuring a single view of the visitor and their behaviour. Omnico's intelligent Engagement Engine builds on the data to create personalised promotions and loyalty triggers.

Six software modules, each with its own dashboard, supply real-time data and custom reports quickly and easily, covering booking forecasts, ticket sales, distribution by channel, on-site sales, inventory and much more.

A visitor's account is linked to a mobile ticket or a wearable device, allowing fast check-in and seamless access to all the different area of a park, building or hospitality venue. Brands get real time visitor capacity data and full control.



Some key features about Omnicore Ticketing:

- Online booking platform
- Integrates with all park POS to redeem extended tickets, such as Entitlements and Meal Plans Session-based tickets
- Integrates with hotels and resorts for a seamless booking process
- Dynamic pricing and capacity management
- Third-party integration with automatic gates, turnstiles, lockers, automated vending and drinking machines and so forth
- Integration with leading online travel agencies and local tour operators
- Internal booking for call centre and box office
- Ticket add-ons and packages
- Integrates with the Omnicore self-service kiosk solution so food and beverage, as well as tickets can be purchased in one go

With Omnicore Ticketing, you can manage all ticket sales channels in one place. No more double-handling of data or multiple system juggling. Sell tickets however and wherever you like and gain full control over all sales channels.

Other features include:

- Multiple language support
- Vouchers and gift cards
- Fast check-in and entry management
- Printed tickets, e-tickets and wristbands

Omnicore Ticketing meshes easily with all kinds of third-party systems including:

- Any ticket agency or reseller
- Hotels and resorts
- OTAs for external ticketing
- Lockers, automated vending and drinking machines

